Chuck E. Cheese

Chuck E. FOCUS

August 5, 2005



Inside this issue:



In The Spotlight...

Gracie Baltierra

Nothing's hard...everything is easy it's just a matter of getting use.



Making Magic!

Make Magic Sunrise, FL #434

Northern Region ~ Mike Boyko's District

Great Leadership From GM ~ Roger Austin



My most recent visit to Chuck E. Cheese's was a great experience in Sunrise, FL. The food was awesome, and just the overall environment was delightful. It was my first time visiting, but it will surely not be my last. I considered having my son's 1st birthday there and an employee recommended that I do so. She gave me a brochure and even explained to me how everything worked. However, I did not see her when I was leaving so I did not get a chance to thank her. I do not know her last name but her first name was displayed on her name tag **VANESSA**. I think she should be recognized for her excellent service. There were many others that were doing a terrific job as well. So I just wanted to thank you again for a great time and I look for forward to having little Sheldon's birthday party there.



Make Katy, TX #598

Midwest Region ~ Frank Ramirez District

Great Leadership From GM ~ Terry Vermillion

I recently had a party at the **Katy Mills** location. My son had the best birthday party! Our hostess, Brook was very friendly and outgoing, she always had a smile on her face! She helped with everything!! I had no worries, I was blessed. Chuck E. even came to our table to sing happy birthday to my little boy, he was thrilled. My visit could not have been any better! From the second I walked into the building the young man at "kid check" greeted me with a huge smile, I felt so welcome! Your environment at Chuck E. Cheese is absolutely kid friendly I feel a lot better knowing you have the stamp system. Great job guys! I did have some trouble with a game taking my tokens but the girl who was fixing games knew exactly what she was doing, she was very polite and friendly when she helped me, she even introduced herself; I found that very professional, I believe her name was **Janelle**. Thank you SO much for a wonderful time at your store I will always have my son's parties with your company.

STORE ACCOUNTING INFORMATION…

Please budget for an expense on your September P&L for the cost of Gift Cards. Each location will be charged $6.12 in the Guest account #8131065. You may contact Bryan Thompkinson at ext. 5442 with any questions you may have regarding gift cards.

Speaking of **Bryan Thompkinson**…he was recently promoted to Store Accounting Administrator!! Many of you guys talk to Bryan pretty frequently so don't forget to say CONGRATULATIONS! or give him shout at ext. 5442.



Benefits Update



The CEC Entertainment 401(k) Plan has a discretionary company match that is given to all eligible 401(k) participants.

Employees enrolled in the CEC Entertainment 401(k) Plan may transfer their CEC stock to another fund in the Plan once they become 100% vested (employed with CEC for three years). To transfer from your stock fund to another CEC 401(k) fund please contact the Benefits Department for the form. Please note that once you have transferred from the stock fund to another fund you cannot transfer back to the stock fund. For all other transfers to and from funds, please call the Prudential answer line at 1-800-253-2287 or visit the website at www.mycigna.com.

HR NOTIFICATION…

New Emergency Contact Cards were distributed this week. Please note that due to the restructuring of the Marketing Department, Jon Rice is no longer with the company. Please remove his name and cell phone number from your emergency contact card.

TRAINING MATERIAL

How do you know if you need new training material?

~ Behind the "Order Forms" tab in the Manager's Red Book is the Training Material Order Form, "Do you have the necessary training tools". Use this form as your checklist to see if you have all tools necessary to be successful. Look at the updated dates listed on the sheet. If you have videos or manuals that are an older version, toss them! You should have only the latest and greatest information for your cast. Please also note that Manager Orientation and Cast Member Orientation (videos and flip charts) are no longer separate. The updated orientation material that you should be using for **ALL** orientations:

~ Orientation Flip Chart – updated January 2004

~ Manager Tapes video – updated July 2005 (includes Orientation – updated 2003)

How do I order training material if I realize I am missing something?

~ Just fill in the above referenced "checklist" - "Do you Have the Necessary Training Tools?" and fax to the Purchasing Department (their fax number is listed on the order form for your easy reference).

Complaints

Weekending July 31, 2005

Midwest Region:

694,860,606,346,941,327,359,331,946,891,733,687,537,32,591,735,561 & 736

Western Region:

852,937,31,599,38,355,362,377,465,108,710,315,2-314,415,42,416 & 439

Southern Region:

608,593,935,684,602,117,636,71,380,637,563,

111,563,970,963,705,502,92,50,964,771,538,437,965,968,2-601,615,967 & 374

Northern Region:

319,842,471,478,752,499,751,468,479,682,2-718,725,2-719,720,455,855,524,448, & 847

WEEK 30



TOP TEN SALES VOLUME

LOCATION	VOLUME
1. BELL, CA #446	$88,767
2. SUN VALLEY, CA #418	$78,784
3. TORRANCE, CA #465	$73,359
4. VENTURA, CA #453	$72,046
5. BRANDON, FL #420	$71,113
6. BROOKLYN, NY #522	$70,858
7. BRONX, NY #523	$70,616
8. NO VETS, LA #716	$67,399
9. KENDALL, FL #438	$66,814
10. HERNDON, VA #099	$66,686

Compliments

Weekending July 31, 2005

Midwest Region:

554,740,359,598 & 738

Western Region:

949 & 443

Southern Region:

87 & 2-66

Northern Region:

527,434,541,520,2-833 & 831



TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. BROOKLYN, NY #522	39.8%
2. CHARLOTTE, NC #064	21.9%
3. LAS VEGAS, NV #315	18.5%
4. PENSACOLA, FL #065	18.4%
5. GREENSBORO, NC #637	18.3%
6. KATY, TX #598	16.9%
7. PASADENA, TX #691	16.6%
8. STERLING HTS., MI #103	16.4%
9. CHATTANOOGA, TN #969	15.4%
10. ATHENS, GA #612	15.0%

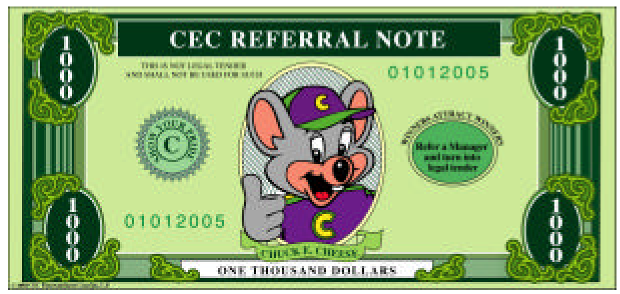
Referral Prize Patrol

They're back!

Someone's getting $1,000!

The 2nd quarter referral bonus drawing winner has been picked. Keep your eyes out for the **BIG CHECK**!

Want to earn a cool $1,000??



Check out the current management and technician opportunities!!

Do you know a Winner?

Call the Referral Hotline 972-258-5552

Northern Region

Regina, SK-2 Mgr
Kingston, ONT- 2 Mgr
Windsor, ONT-Mgr
Mississauga, ONT-Tech
N. Edmonton, ALB-Mgr
Portland, ME-Tech
Springfield, MA-Mgr, Cl. Coord
Newington, CT-Mgr
Greece, NY-Mgr
Orange, CT-Mgr
Warwick, RI-Mgr
Poughkeepsie, NY-Mgr
N. Bergen, NJ-Tech
Harlem, NY-Tech, Mgr
Bronx, NY-Mgr
Wayne, NJ-Mgr
Brooklyn, NY-Mgr
Union, NJ-Mgr
Hicksville, NY-Tech
Hempstead, NY-Mgr
Mays Landing, NJ-Mgr
Edison, NJ-Mgr
W. Long Branch, NJ-Cl. Coord.
Cherry Hill, NJ-Mgr
Middletown, NJ-Ast. Mgr
Montgomeryville, PA-Cl. Coord.
Doylestown, PA-Cl. Coord.
Levittown, PA-Mgr
Wilkes Barre, PA-Tech
Brookfield, WI-Mgr
Appleton, WI-Mgr
Chase, WI-Mgr
Racine, WI- Mgr
Janesville, WI-Tech
Melbourne, FL-Mgr, Tech
Lakeland, FL-Tech
Clearwater, FL-Mgr

Western Region

Midland, TX-Cl. Coord.
Roseville, CA-Ast. Mgr
Vancouver, WA- Mgr
El Paso, TX-Tech
Amarillo, TX-Ast. Mgr, Mgr
Newark, CA- Mgr
Greely, CO-Mgr
Littleton, CO-Tech
Lonetree, CO-Mgr
Hayward, CA-Tech, Mgr
Lakewood, CA-Mgr
Torrance, CA-Mgr
Anchorage, AK-Mgr
Foothill Ranch, CA-Ast Mgr
West Hills, CA-Mgr
Lynwood, CA-Mgr
El Centro, CA-Ast. Mgr
Murrietta, CA-Mgr

Southern Region

Catonsville, MD-Mgr
Towson, MD-Tech
Glen Burnie, MD-Mgr
Largo, MD-Mgr
Gastonia, NC- Mgr, Ast Mgr
Charlotte, NC-Tech
Buford, GA-Tech
Kennesaw, GA-Tech
Annapolis, MD-Mgr
Knoxville, TN-Mgr
Fairfax, VA-Mgr
Richmond, VA-Mgr
Rocky Mount, NC-Tech
Houma, LA-Ast Mgr

Midwest Region

Victoria, TX- Mgr
Weslayan, TX- Tech
Sugarland, TX-Tech
Houston/Memorial, TX-Tech
Lake Jackson, TX-Mgr
Hobart, IN-Mgr
Bloomington, IL-Tech
Crystal Lake, IL-Ast Mgr
Vernon Hills, IL-Ast Mgr
Melrose Park, IL-Mgr
St. Paul, MN-Mgr
Portage, MI- Mgr
Davenport, IA-Mgr
Southgate, MI- Mgr
Columbus, OH-2 Tech
Cincinnati, OH-Mgr
Roseville, MI-Ast Mgr
Ann Arbor, MI-Mgr
Kedzie, IL-Tech

Merch Reminders

Assigned Order Days

? **Order timing is very important**!!

? WHY?? Because DFI currently is receiving 500 orders per week and you want your merch on time every week!!

? Your weekly DFI order must be placed by **NOON** on your order date. You may place your weekly order any time, on any day up to your order date… **BUT** your order will still go out on your assigned ship date.

? If you miss your order date/time, your order **will not ship out** until the following ship day.

? Make sure you are placing an order **every week**. If you happen to miss your time you will be out of merch for a long time, possibly up to two weeks.

? Aloha stores **MUST** place orders through the POS system, NO fax or phone orders will be excepted by DFI!

? ? The system will not work if you are not doing your part by placing your order on time!? ?

If you have any issues or concerns please contact Trey at 972-258-4252.

Super Chuck Promo Cups

Super Chuck Spinning Cups are now available at all McLane Distributions Centers!!

Start ordering to keep the Super Chuck Summer alive!!

How to order??

- The McLane order #: 762534

How many??

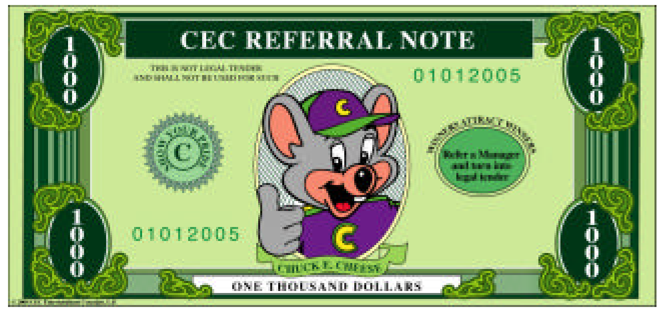
- Each case contains 96 ea.

Whats the cost??

- Each case is $50.89



THANK YOU $1,000 TIMES OVER!!



Bronley Walker #965

You will receive $1000 for your referrals, **James Rauhauser** in next week's mail!





Chuck E. Cheese

4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972.258.8507
E-mail:
chuckecheese.com

"Where a Kid can be a Kid!"

One more Tech Support Tip...

Each week the SPT Technical Support Department will have updates related to new parts and service items to reduce repairs cost in the locations. These updates will always be found on the last page of the weekly newsletter. Please make sure that your Technical Managers receive these updates to ensure they are able to take full advantage of these weekly updates.

The SPT Technical Support Department now has available replacement DVD Disk for your I.C.E. Kiddie Coaster ride. The cost for the disk is $10.00. Please call the SPT Technical Support Department at 785 862 6002 should you need a replacement.



Tech Support

Memo Park Big Foot Ride

If you need to add or replace the fluid for the Hydraulic pump, please use the following fluid.

Mobil ATF Dextron III, Grainger's part # 5XB55 and should cost about $2.49 a Quart.



TECHNICAL SPECIFICATIONS	
Item	Automatic Transmission Fluid
Viscosity (SUS @ 100 F)	7.4
Flash Point (F)	356
Pour Point (F)	-45
Container Size	1 Quart
ISO Viscosity Grade	36.5
Standards	Ford Mercon ATF, GM Dexron III H Specification, Ford ESP-M2C166H, Ford ESP-M2C138CJ

Please call the SPT Technical Support Department at 785 862 6002, should you have any questions.

Hey Guys & Gals if you would like to share something in the Chuck E. Focus feel free to contact me directly at ext. 5448 or e-mail me at:

ebriggs@cecentertainment.com

I look forward to hearing from you!

Erica Briggs

Sr. Administrator, Operations



Chuck E. Cheese

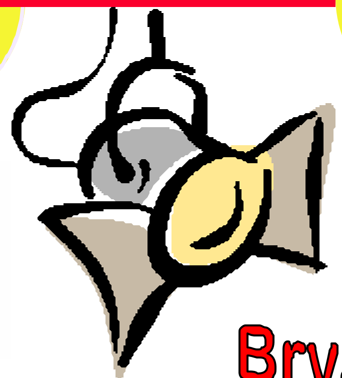
Chuck E. FOCUS

August 12, 2005

Inside this issue:

PLEASE MAKE NOTE:

The Support Center will be closed on Monday, September 5th for the Labor Day Holiday.



In The Spotlight...

Bryan Thompkinson



"Life is what you make it"

Making Magic!

Charleston, WV #628

Southern Region ~ Frank Priest District

Great Leadership From GM ~ Lonnie Riffe



On July 23rd at 12:00pm we held our four-year-old son's birthday party at Chuck E. Cheese in South **Charleston, WV**. Not having done this before, I was a little anxious that everything would run smoothly and that our guests would be well taken care of. **Christina** was our hostess, she met with me immediately to finalize the plans and begin ordering pizzas and drinks. I cannot say enough about this woman: she facilitated the entire event, and made the party simple for me and enjoyable for our guests. She was courteous and professional, kind and compassionate, organized and rapid to respond to requests. It was clear from the onset that she wanted to make the party what we had envisioned, and not what she thought it should be or had seen prior to our party or in other parties. She took care of not only our son, but also all of the people present and made her actions seem effortless. **Christina** definitely reflects well on Chuck E. Cheese and we were thrilled to have her as our hostess. Thank you for allowing us this wonderful experience. We highly recommend a birthday party at Chuck E. Cheese because of **Christina**.



Make Magic Rockwall, TX #038

Western Region ~ Jonathan Moore's District

Great Leadership From GM ~ Leesa Corsick

I just wanted to tell you how awesome I think your business is. I was very impressed; firstly, with the security procedures that are in place. Secondly, I think having a separate "birthday party" area is very smart. We were just with a couple friends and I enjoyed having a less "excited" area in which to eat and watch the children. One token per game follows the "keep it simple" method...thanks!!! Additionally, you may want to work on the perception that your restaurants are pricey. I was surprised to find it reasonable. Of course, everyone likes to spend less money...so the less expensive, the better. One on the "extras" I've seen that would be a nice touch is to have kiddie toilets. I recently saw them at a pay -n-play store and was very impressed. All that being said, again I was very impressed and I don't impress easily. I look forward to many more visits to the **Rockwall, TX** Chuck E Cheese's.

Using the CEC Bulletin Board System (BBS)

To connect to the BBS from the internet:

Open your web browser and go to: **http://bbs.cecentertainment.com**

To connect to the BBS from an Aloha Location:

1. Open Internet Explorer -Click the Start button / Programs / Internet Explorer.
2. The CEC Mail page will load.
3. Click the **POS Tech Support** link.

You will now be connected to the BBS and see the Main CEC BBS page.

If you do not have an account, You will need to create an account on the BBS to sign in.

1. Once at the CEC BBS main page, select **REGISTRATION**.
2. Follow the instructions on the next page (Enter your name and a password you would like to use)
3. When you press CONTINUE, a window will appear -Enter your name and password in the corresponding blanks.
4. A new page will appear, Fill in the blank where it asks, "Where do you want to be from?" -If you are from a location, you may want to put something like, "store #346" or whatever you would like to be listed as being from. Your choice.
5. The next page will explain the use of knowing the keycode to gain full access to the site.
6. The next page will be the limited access page. In the top left corner of the page, enter the keycode to receive full access.

- The keycode for managers: **sales**

The keycode for technicians: **ticket**

After you successfully enter the keycode, a new page is displayed, explaining what to do. Read this all the way through.

If you already have an account on the BBS:

1. Do not go through registration again if you are an established user and have already registered.
2. Click the **LOG-IN** link,
3. Enter your username and password in the corresponding prompts.

You are signed into the BBS.

If you have any questions regarding the use or connecting to the BBS, please email me at: cweis@cecentertainment.com

Building Exteriors By Facilities



CEC has many buildings that were built 15+ years ago, using stuccato board on the exterior of the building. Stuccato board is a thick pressed-wood panel. We are noticing deterioration around the edges of the stuccato board; i.e., where the stuccato board meets the brick ledge, or at the bottom of the building where it meets the concrete sidewalk.

Those of you with stuccato board exteriors, please notify the Facilities Department if you are noticing any rotting, deterioration, or holes. Be proactive and spot potential problems before they develop into more costly repairs. If you observe any exterior wall damage, please provide the Facilities Department with photos and a description of the existing condition (location, size of hole, etc.) You may reach us at 972/258-5643. Thank you!

HR NOTIFICATION...

New Emergency Contact Cards were distributed this week. Please note that due to the restructuring of the Marketing Department, Jon Rice is no longer with the company. Please remove his name and cell phone number from your emergency contact card.

CALLING ALL TEAM2s



We are in need of trainers for our upcoming new units across the US and Canada.

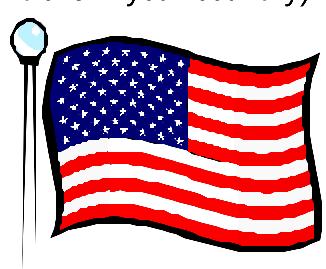
Requirements and responsibilities:

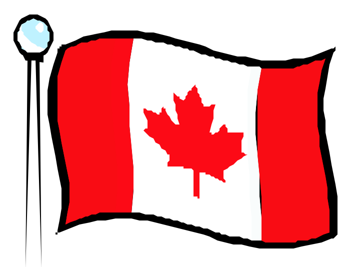
- ~Available to travel for approximately 2 weeks.
- ~Training up to 20 new cast members in your area.
- ~Familiar with the 4 day training process
- ~Up to date on all standards.
- ~All of your tests at 90% or above as well as all validations current in your area
- ~Completed the training process to become TEAM2.

What you will receive:

- ~10% increase in pay
- ~Travel expenses and meals paid for
- ~Opportunity to meet new people and represent your location while shining in a new store

If you are interested, let your GM know then contact Todd Horchner at (972) 258-5402 or email him at thorchner@cecentertainment.com with your name, location, and area(s) you are certified to train (you can apply only for locations in your country)





Complaints

Weekending August 7, 2005

Midwest Region:

960,342,797,891,456,94,32,575,737 & 557

Western Region:

857,594,320,357,959,2-558,445,2-45,2-42,41,416 & 405

Southern Region:

466,715,607,2-563,365,68,412,72,2-92,450,437,538,605,2-612 & 657

Northern Region:

755,681,2-426,722,720,780,481,455 & 82

WEEK 31



TOP TEN SALES VOLUME

LOCATION	VOLUME
1. BROOKLYN, NY #522	$86,454
2. BELL, CA #446	$84,382
3. SUN VALLEY, CA #418	$77,985
4. TORRANCE, CA #465	$70,232
5. BURBANK, CA #109	$69,393
6. BRONX, NY #523	$68,553
7. KENDALL, FL #438	$68,293
8. BRANDON, FL #420	$67,233
9. NO VETS, LA #716	$65,912
10. KENNESAW, GA #117	$64,083

Compliments

Weekending August 7, 2005

Midwest Region:

559,552,326,323,327,535 & 555

Western Region:

38,451,357,959,325 & 410

Southern Region:

2-372,330,969,454 & 628

Northern Region:

468,762,849 & 516



TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. SAN BERNARDINO, CA #415	26.3%
2. CERRITOS, CA #362	18.4%
3. MERCHANTS WALK, GA #607	14.6%
4. ORLANDO, FL #718	14.3%
5. CHICAGO, IL #034	13.6%
6. GREEN BAY, WI #319	12.9%
7. GRANADA HILLS, CA #429	12.1%
8. SA BANDERA, TX #593	11.9%
9. MORENO VALLEY, CA #393	11.2%
10. ROCKVILLE, MD #531	11.2%

Referral Prize Patrol

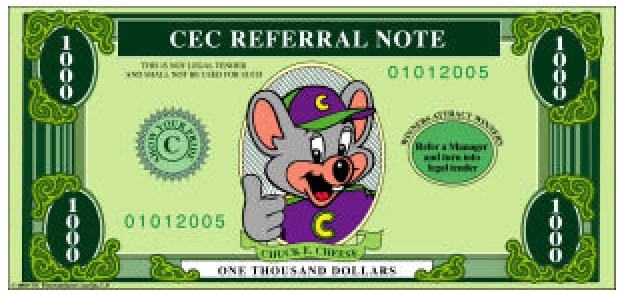
They're coming to someone's location!

$1,000 pay out next week!!

Who's the BIG Winner?

Keep your eyes out for the **BIG CHECK**!

Want to earn a cool $1,000??



Check out the current management and technician opportunities!!

Do you know a Winner?

Call the Referral Hotline 972-258-5552

Northern Region

Levittown, PA -Mgr
Doylestown, PA -Cl Coord
Wilkes Barre, PA -Tech
North Wales, PA -Cl Coord
Vaughan, ON-Tech
Kingston, ON-2 Mgr, Tech
Windsor, ON-Mgr
N. Edmonton, AB-Mgr
Regina, SK-2 Mgr
Warwick, RI-Mgr
Orange, CT-Mgr
Springfield, MA -Cl Coord, Mgr
Newington, CT-Mgr
Greece, NY-Mgr
Wayne, NJ-Mgr
Bronx, NY-Mgr
Harlem, NY -Tech
Brooklyn, NY -Mgr
N. Bergen, NJ-Tech
Harlem, NY -Mgr
Albany, NY -Mgr
Union,NJ-Mgr
Racine, WI- Mgr
Lakeland, FL-Tech
Clearwater, FL-Mgr
Staten Island, NY -Mgr
Patchogue, NY -Mgr
Mays Landing, NJ-Tech
Princeton, NJ- Mgr
Middletown, NJ-Ast Mgr
Deptford, NJ-Mgr
Cherry Hill, NJ-Mgr
W. Long Branch, NJ-Cl Coord
Ocala, FL-Mgr
East Orlando, FL-Tech
Columbia, MO-Tech

Southern Region

Houma, LA-Ast Mgr
Glen Burnie, MD-Mgr
Cantonsville, MD-Mgr
Annapolis, MD-Mgr
Towson, MD-Tech
Knoxville, TN-Mgr
Decatur, AL-Mgr, Tech
Gastonia, NC- Mgr, Ast Mgr
Buford, GA-Tech
Kenesaw, GA -Tech
Richmond, VA-Mgr
Rocky Mount, NC-Tech
Jonesboro, GA -Tech

Midwest Region

Columbus, OH-Tech
Cincinnati, OH-Mgr
Roseville, MI-Cl Coord
Ann Arbor, MI-Ast Mgr
Southgate, MI- Tech
Victoria, TX-Cl. Coord
Sugarland, TX-Tech
Houston, TX-2 Tech
Lake Jackson, TX-Mgr
Naperville, IL-Tech
Hobart, IN-Mgr
Bloomington, IL-Tech
Vernon Hills, IL- Mgr
Melrose Park, IL-Mgr
Crystal Lake, IL-Ast Mgr
St. Paul, MN-Mgr
Skokie, IL-Mgr
Kedzie, IL-Tech
Jonesboro, AR-Mgr, Cl Coord
Muncie, IN-Cl Coord
Portage, IN-Mgr
Davenport, IA -Mgr

Western Region

Midland, TX-Cl. Coord.
Roseville, CA -Ast. Mgr
Vancouver, WA -Ast Mgr, Mgr
El Paso, TX-Tech, Ast Mgr
Abilene, TX-Cl Coord, Mgr, Tech
Amarillo, TX-Ast. Mgr, Mgr
Greely, CO-Mgr
Aurora, CO-2 Mgr
Hayward, CA-Tech, Mgr
Lakewood, CA -Mgr
Torrance, CA -Mgr
El Centro, CA -Ast. Mgr
Murrietta, CA -Tech
Oceanside, CA-Mgr

AUGUST 14, 2005 COUPON PROMOTION
All markets will be participating in a newspaper coupon promotion in August. Below is a detailed list by market with coupon versions.

SUPER FUN FAMILY PACK	FUN TIME PACK	FUN MEAL DEAL	BIG BLAST PACK
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $20.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $23.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens ONLY $26.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

MARKETS:	RALEIGH/DURHAM	YOUNGSTOWN	
ALBANY, GA	DAYTON/SPR.	LAFAYETTE	RENO
ATLANTA	DENVER	LAKE CHARLES	ROANOKE
AUGUSTA	DES MOINES	LANSING	ROCKFORD
BATON ROUGE	DETROIT	LAS VEGAS	SAN ANTONIO
BEAUMONT	ERIE	LEXINGTON, KY	SAVANNAH
BILOXI-GULFPORT	EVANSVILLE	LINCOLN	SHREVEPORT
BIRMINGHAM	FLINT/SAGINAW	LITTLE ROCK, AR	SIOUX FALLS
BOISE	FT. SMITH/FAYETT	LOUISVILLE	SOUTH BEND
BUFFALO	FT. WAYNE	MADISON	SPRINGFIELD, IL
CEDAR RAPIDS	GR. RAPIDS (W/O MUSK & HOLL)	MCALLEN-BROWNSVILLE	SPRINGFIELD, MO
CHARLESTON, SC	GREENBAY	MEMPHIS	TAMPA/ST. PETE
CHARLESTON, WV	GREENSBORO-WINSTON SALEM	MIAMI	TOLEDO
CHARLOTTE, NC	GREENVILLE, SC	MILWAUKEE	TOPEKA
CHATTANOOGA, TN	HOUSTON	MOBILE/PENSACOLA	TULSA
CINCINATTI	HUNTSVILLE	NEW ORLEANS	TYLER/LONGVIEW
COLORADO SPRINGS	INDIANAPOLIS	NORFOLK/VIRGINIA BEACH	WEST PALM
COLUMBIA, SC	JACKSON, TN	OKLAHOMA CITY	WICHITA FALLS
COLUMBUS, OH	KANSAS CITY	OMAHA	WICHITA, KS
CORPUS CHRISTI	KNOXVILLE	ORLANDO	WILKES/BARRE-SCRANTON
DAVENPORT	LACROSSE	PEORIA	WINSTON/SALEM

SUPER FUN FAMILY PACK	FUN TIME PACK	FUN MEAL DEAL	BIG BLAST PACK
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $19.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $23.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens ONLY $26.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

MARKETS:			WACO
ALEXANDRIA	EL PASO	JOHNSTOWN/ALTOONA	MONTGOMERY
AMARILLO	HATTISBURG, MS	LUBBOCK	MUSKEGON & HOLLAND, MI
COLUMBUS, GA	JACKSONVILLE	MACON	ST. LOUIS

SUPER FUN FAMILY PACK	FUN TIME PACK	FUN MEAL DEAL	BIG BLAST PACK
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $21.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $24.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 75 tokens ONLY $27.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $30.99 WITH COUPON

MARKETS:		WASHINGTON DC	YUMA, AZ
ALBANY, NY	DALLAS/FT. WORTH	PALM SPRINGS	ROCKY MOUNT
ALBUQUERQUE	FRESNO/VISALIA	PHILADELPHIA	SALINAS/MONTEREY
ANCHORAGE	GOLDSBORO	PITTSBURGH	SALISBURY, MD
BAKERSFIELD	HARRISBURG, PA	PORTLAND, ME	SAN FRANCISCO
BALTIMORE	JACKSONVILLE, NC	PORTLAND, OR	SEATTLE
BINGHAMPTON (VESTAL)	LOS ANGELES	PROVIDENCE	SHERMAN
BOSTON	NEW YORK	RICHMOND	SPRINGFIELD, MA
CHICAGO	OLYMPIA	ROCHESTER	SYRACUSE, NY

SUPER FUN FAMILY PACK	COOL TIME PACK	DOUBLE PLAY DEAL	BIG BLAST PACK
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $20.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 65 tokens ONLY $25.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo -2 regular size soft drinks - 80 tokens ONLY $25.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $30.99 WITH COUPON

MARKETS:	CLEVELAND	BOWLING GREEN	NASHVILLE
AUSTIN	MINNEAPOLIS		

SUPER FUN FAMILY PACK	COOL TIME PACK	DOUBLE PLAY DEAL	BIG BLAST PACK	SUPER BUFFET SAVER
- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $21.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 65 tokens ONLY $26.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo -2 regular size soft drinks - 80 tokens ONLY $26.99 WITH COUPON	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $31.99 WITH COUPON	Get 5 free tokens with each buffet purchase **MARKETS: MIDLAND, TX**

MARKETS:	HARTFORD	SACRAMENTO	SAN DIEGO

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.
Please call Piper Ranne in the marketing department if you have any questions about the coupon promotion.

Notes from Purchasing

1) MCLANE ORDERING

If you place your Mclane order through the Aloha POS, be sure to get confirmation that your order has been received by Mclane. **No confirmation means No Mclane truck**. Your confirmation can be viewed in the bottom right corner of the Aloha main screen (Back Office PC). If you do not receive a confirmation within **two hours** of placing your order, please contact the purchasing department as soon as possible.

2) BLACK SOUFFLE CUPS

The packaging of the Black Soufflé cup has changed. The item that should now be ordered is:

Black Soufflé Cup, Item # 034892, 2400 ct., $30.01

This change will provide you a savings of almost $0.01 per cup ($21.00 per case)

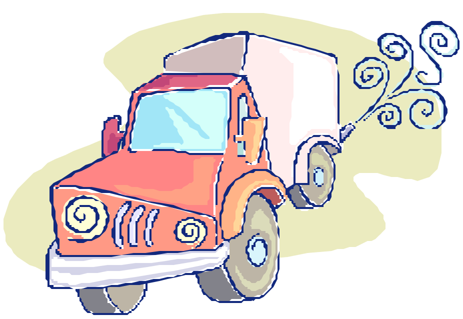
3) APPLE JUICE

There is a change with Minute Maid Apple Juice. The new product is in the form of a Juice Box w/straw. New item info:

Minute Maid 100% Apple Juice, Item # 691436, 6.75 oz. / 40pk, $14.23

Your Mclane division will begin shipping this product as soon as the current product runs out.

If you have any questions, please call the Purchasing Department.



??Whats going on??

Super Chuck Promo Cups??

ARE YOUR GUESTS HAVING TROUBLE USING THE NEW SUPER PROMO CUP??



WHAT KIND OF SIPPY CUP IS IT??

- This cup is made just like a water bottle and it won't spill!!

HOW TO USE??

When a child is drinking out of the cup they must tip the cup **UP** just like a water bottle.

If they try and drink from it like a straw, it won't work!

DO'S AND DON'T!!





Chuck says "WOW THAT'S IT"



"NO WAY THAT'S GOING TO WORK!"

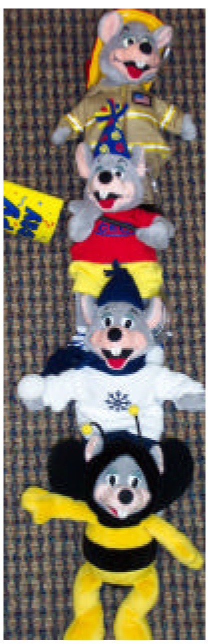
Limited Edition Super Chuck Contest??

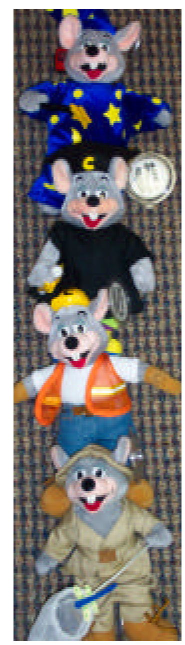
As you all may know by now, 48,000 Super Chucks have flown out of Dennis Foland. However, all together the company has only sold (through in register)15,000 Super Chucks.

WHAT DOES THIS MEAN??

We want your help in finding where they are all hiding!!

Here is what **you need** to do to continue selling for the contest!!



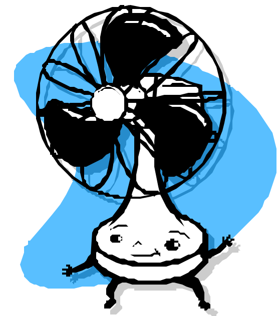


1. **FIND OUT WHERE THEY ARE!!** Get with you DM to find out where all the Super Chucks are within your district. We have asked all the DM's to redistribute them evenly!
2. **SELL ALL LEC CHUCKS!!** You are now going to receive credit for any of the other LEC. Such as: birthday chuck, winter wonderland chuck, and any other LEC that might be buried in your closet!! Just ring it up using the LEC Super Chuck button on your register.
3. **REMEMBER!!** Only LEC Chucks are going to be counted towards the contest! Integrity is very important and we will be matching up your inventory with the items sold.
4. **QUESTIONS??** Please contact your DM!!



KEEP ON SELLING!!

COOL TIPS FROM BENEFITS...



Beat the Heat

Summer heat can be more than uncomfortable—it can be a threat to your health. Hot weather can be especially dangerous for children and older adults. Don't let the summer heat get the best of you. Try these tips to stay cool and safe:

Drink plenty of non-alcoholic fluids. This is one of the most important things you can do to beat the heat. Drink water and other beverages throughout the day. Thirst means that your body is becoming dehydrated—so, don't wait until you feel thirsty. Don't forget that you can get fluids through some foods, such as cold summer soups, fruits and even vegetables. Older adults or people with health conditions should talk with their doctors about medications and fluid intake.

Stay indoors. If possible, do errands and outdoor chores early or late in the day.

Dress for the weather. Wear light layers of natural fabrics such as cotton. When outdoors, wear a light-colored hat that will let air circulate to keep your head cool.

Eat light. Avoid heavy or hot meals. You may feel better eating several nutritious snacks throughout the day instead of full meals.

Think cool. Take cool showers when you feel hot. Visit your local mall or library to enjoy the air conditioning.

At times, the summer heat can hit harder than expected. You may feel more than just uncomfortable—you can become sick. Watch for these warning signs:

Heat exhaustion is caused by not drinking enough fluids.

-Dizziness, weakness, nausea, headache and vomiting

-Body temperature is high but not above 101°F

-Muscle cramps

-Pale, cool, moist skin

-Feeling of thirst

Treatment: Move to a cool area and drink plenty of fluids such as water or sports drinks—about one-half cup every 15 minutes. If symptoms persist or are marked, see your doctor now or seek immediate medical care.

Heatstroke is the result of untreated heat exhaustion.

Symptoms:

Dry, hot, red skin

Sweating has stopped

Fever

Irritability or confusion

Seizures or loss of consciousness

***Treatment:* Heatstroke is an emergency— seek emergency medical help! Meanwhile, cool the person's body by placing cool, wet cloths on the skin. And, move the person to a shaded area.**

Listed below is the Winning Store in each district for the Super Chuck Summer Scrapbook Pages Contest (5/30/05 – 7/17/05)

District	Store	% Sales
(Y) DAVE RYERSON	371	3.1797522
(O) DANNY DICKSON	358	2.3872956
(RR) ABBAS SAADAT	968	2.3145491
(E) WAYNE CASEY	43	2.25497
(TT) KAMAL CHATWANI	463	1.8745066
(II) RUSS STUTZMAN	115	1.6581424
(DD) TIM STOCKER	82	1.5548372
(S) CHRIS KELLY	967	1.2823761
(NN) BILL EICH	849	1.1896226
(QQ) JIM BLOUGH	738	1.0984638
(X) MIKE SCHOELLHORN	422	1.0230702
(EE) JIM DOUGHERTY	566	1.0222167
(F) ED PORTER	320	0.9955084
(KK) MIKE GRAEBER	794	0.9952324
(U) JOHN CONNOLLY	625	0.9527751
(I) SHERRIE ERICKSON	59	0.9447999
(L) DENNY SANDERS	745	0.9425608
(K) DAVID PIPPIN	667	0.9325352
(M) BILL PRESSEL	326	0.8374773
(T) TIM KERUM	315	0.8351169
(P) FRANK PRIEST	770	0.775716
(WW) EMERSON CURTIS	517	0.7684695
(LL) JIM BRAWLEY	541	0.7577409
(R) JIM HAMBLEN	55	0.7236957
(FF) TOM MALLINDINE	613	0.7108487

District	Store	% Sales
(D) DAN DOMER	591	0.6770175
(UU) ERIC BARGAS	928	0.6739925
(GG) HAMID JAVIDAN	780	0.667966
(C) ALBERT HOUPY	850	0.6251305
(J) DAN BLYSTONE	337	0.607777
(MM) STEVE CHARLEBOIS	44	0.5849033
(V) KEVIN MOON	749	0.5197091
(A) MIKE ROGERS	399	0.5158023
(VV) FRANK RAMIREZ	33	0.5151246
(H) MIKE BOYKO	681	0.4823084
(SS) JERRY LUTSKUS	954	0.4801377
(JJ) DONALD MAY	545	0.4715613
(BB) JEFF EHLERS	97	0.4667612
(XX) SAM CATINELLA	834	0.4080337
(B) JONATHAN MOORE	949	0.4040288
(Q) CINDY HIGDON	704	0.3987629
(G) MIKE STEVENS	577	0.3959202
(W) ALEX GUNTRUM	544	0.3950234
(CC) BILL SIMMONS	957	0.3588927
(OO) ARSHAD KHAN	94	0.3514676
(AA) MIKE HEUSTON	500	0.346349
(HH) BOB STRIPSKY	842	0.2893671
(Z) JAMIE BREWSTER	50	0.2435541
(N) SCOTT GABA	494	0.1724291

What will the winning stores receive?

All Cast Members and Managers listed in Payroll as of 7/17/05 are eligible for a gift card. Cast Members will receive their choice of a $25 gift card and all Managers (Opening Coordinator and above) will receive their choice of a $50 gift card. Order forms were enclosed in last week's packet. Please note the deadline of 8/26/05 (NO EXCEPTIONS – Order forms not turned in by the deadline will result in that



DM WINNERS ($200 GIFT CARD)

		Dist Net Sales	Dist Amt Sold	Dist % Sales
MW	(QQ) JIM BLOUGH	$1,149,396.00	$5,289.17	0.460169515
N	(TT) KAMAL CHATWANI	$1,213,466.00	$6,990.33	0.576063112
S	(RR) ABBAS SAADAT	$2,221,649.00	$17,125.41	0.770842289
W	(Y) DAVE RYERSON	$2,370,148.00	$29,333.03	1.237603306

Merch Reminders

Assigned Order Days

? **Order timing is very important**!!

? **WHY??** Because DFI currently is receiving 500 orders per week and you want your merch on time every week!!

? Your weekly DFI order must be placed by **NOON** on your order date. You may place your weekly order any time, on any day up to your order date… **BUT** your order will still go out on your assigned ship date.

? If you miss your order date/time, your order **will not ship out** until the following ship day.

? Make sure you are placing an order **every week**. If you happen to miss your time you will be out of merch for a long time, possibly up to two weeks.

? Aloha stores **MUST** place orders through the POS system, NO fax or phone orders will be excepted by DFI!

? ? The system will not work if you are not doing your part by placing your order on time!? ?

If you have any issues or concerns please contact Trey at 972-258-4252.

Chuck E. Cheese

4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972.258.8507
E-mail: chuckecheese.com

"Where a Kid can be a Kid!"



Tech Support

Memo Park Balloon and Sea Clette Hydraulic Rides

On the Sea Clette and Balloon rides there are two hydraulic hoses that go to the lift cylinder. (See Fig. 1) Each location should have a Canvas hose cover with Velcro. Please use the Canvas hose to wrap around the larger of the two hoses going to the left cylinder. (See Fig. 2) Installing this cover around the larger hydraulic hose, should prevent the hose from getting damaged or worn from rubbing against the blue pole frame as shown in figure 3. We recommend that you check the hose and hose fittings at least **Once a WEEK** for any signs of wear or damage. A replacement canvas hose cover can be purchased from the SPT Parts Department (785 862 6005). The part # is MPA-0013 and cost only $6.02. **It is also a very good idea to daily check the rod end of the lift cylinder to make sure that it is securely fastened and has not become loose.** If you have any questions regarding this enhancement to your ride, please contact the Technical Support Department at 785 862 6002.



Fig. 1



Fig. 2

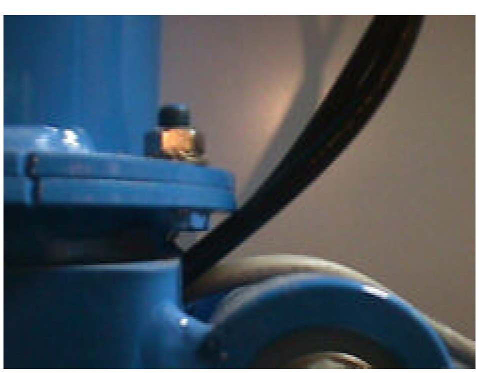


Fig. 3

Hey Guys & Gals if you would like to share something in the Chuck E. Focus feel free to contact me directly at ext. 5448 or e-mail me at:

ebriggs@cecentertainment.com

I look forward to hearing from you!

Erica Briggs

Sr. Administrator, Operations



Chuck E. Cheese

Chuck E. FOCUS



August 19, 2005

Inside this issue:



In The Spotlight...

Steve Spillane

GM ~ Attleboro, MA #464

Become the most positive and enthusiastic person you know!

PLEASE MAKE NOTE:

The Support Center will be closed on Monday, September 5th for the Labor Day Holiday.

Making Magic!

Latham, NY #520

Northern Region ~ Bill Eich's District

Great Leadership From GM ~ Wayne LeMieux



After attending an enjoyable birthday party on Sunday August 7th at the **Latham, NY** Chuck E. Cheese, I had locked my keys in my car along with my pocketbook. I went back into the store and told the manager, **Scott Weinberger**. He immediately offered to call a locksmith. He suggested that I wait outside by my car for the locksmith to arrive and he provided an employee (**Kathy Ruffinen**) to watch my 2 children (3 & 5 yr old). **Scott** provided my kids with coins to play some games while they waited for me. **Scott** turned a very stressful event into something that wasn't so terrible. His calm demeanor immediately brought my stress level down. Sunday was a very hot day and by providing **Kathy** and the coins, my children didn't have to wait in the hot parking lot. My 3 year old kept referring to **Kathy** as "the nice lady". I truly wish to thank **Scott Weingberger** and **Kathy Ruffinen** for helping me and my children when we needed help. They couldn't have handled the situation any better!



Make Magic Blaine, MN #795

Midwest Region ~ Mike Graeber's District

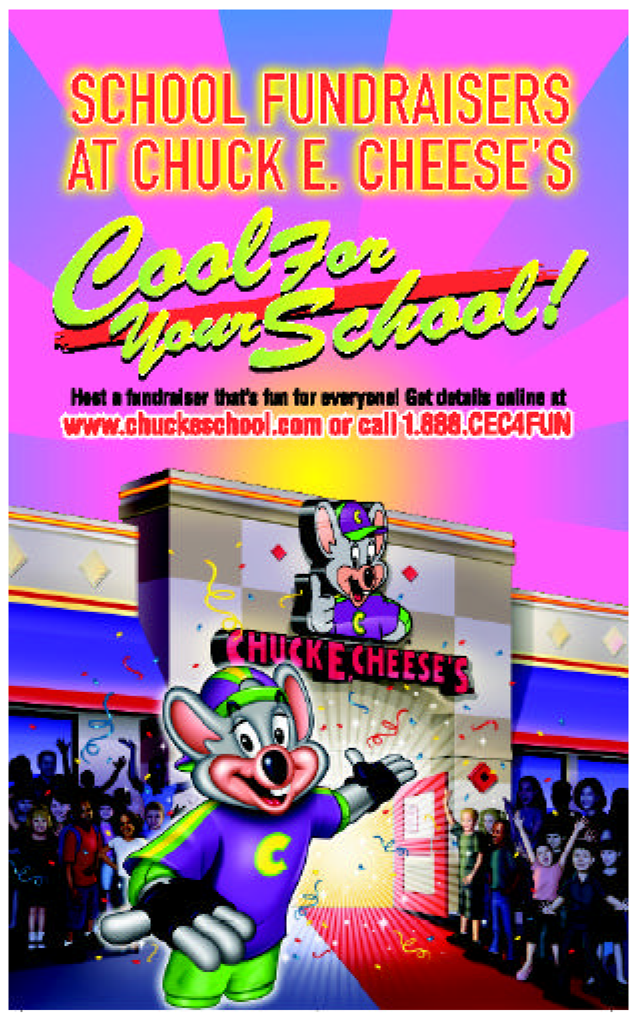
Great Leadership From GM ~ Sheri Lueck

I recently brought my son Andrew to Chuck E. Cheese's for the first time. He had a reserved birthday party in August and our service was absolutely amazing! Our hostess, I believe her name was **Kelly** was prompt to greet us as we came in and personally directed us to our tables. She made certain that everything ran smoothly and most importantly that a certain hectic parent knew exactly what would be happening. She would call our party on the intercom when our pizza was ready and when it was time for cake, which was especially nice because it was a lot easier than trying to round up 12 kids in such a busy restaurant. Our hostess was the one directing the birthday song and game. I am so pleased to know that after many birthdays repeating the same song and dance, she still has the same enthusiasm and energy as the children at the parties. I give Chuck E. Cheese's a lot of credit for hiring such a wonderful work staff. Its people like the employees at Chuck E. Cheese's in **Blaine, MN** that make us want to come back time and time again. I would also like to touch on the promptness in the technical workers Chuck E. Cheese's, whenever there was a problem with a game or ride, there was someone there to fix it right away. They made it so much easier to have fun and earn enough points to win the cool prizes. Thanks for helping my son with the extra 3 points he needed to get to the good prizes and thanks Chuck E. Cheese for a birthday party Andrew will never forget.

Marketing Update

We are participating in a cross promotion with Blockbuster Video. In July a 35 free tokens with a large pizza offer was sent out to their subscriber database. This coupon expires August 30, 2005. Beginning in September and continuing through October there will be a 35 free tokens with any large pizza and Coca-Cola soft drink offer inserted into DVDs. This offer expires December 31, 2005 and the coupon code is 117. Below you will see a sample of this coupon.

As additional support there will be a CEC message running on Blockbuster's in-store monitors and a banner ad with a link to the CEC web site as well as a promotional spot on our show tape.



More Marketing Promo's

We are participating in a cross promotion with Hasbro. Beginning in September four-packs of Play-Doh sold at your favorite retailer will include a 10 free tokens with food purchase coupon. This coupon expires 12/31/06 and below you will see a sample of the packaging with the coupon.

If you have any questions or need any further information please contact Brenda Holloway at 972/258-4222.



Materials or Equipment Deliveries By Facilities



There has been an increase of shipments in materials and equipment that are being received damaged at our locations. Unfortunately, some of those damages are not being reported immediately and it becomes an issue with the manufacturer or supplier vs. the freight company and how to prove who caused the damages.

Please do not accept any deliveries from freight companies that have damage to the packaging, as it is a good possibility that there is also damage to the goods inside. The package could have been dropped or run into during the freight transportation process.

Please mark on the freight ticket/lading bill "declined shipment" and describe the damage that your see on the package. The freight company will be responsible for notifying the manufacturer/supplier that you declined the shipment due to damage. The supplier will send a replacement shipment.

If you have any questions, please call Facilities at 972/258-5643. Thank you!

Complaints

Weekending August 14, 2005

Midwest Region:

685,960,2-553,101,63,536,2-534,33 & 571

Western Region:

109,465,373,2-558,314,589,49,305,406,45,2-329,35,414 & 443

Southern Region:

98,693,117,71,972,84,971,705,401,412, 964 & 614

Northern Region:

513,499,496,479,468,650,2-65,510,481,539,3-855,741 & 520

WEEK 32



TOP TEN SALES VOLUME

LOCATION	VOLUME
1. BELL, CA #446	$87,360
2. BROOKLYN, NY #522	$80,194
3. SUN VALLEY, CA #418	$76,436
4. TORRANCE, CA #465	$67,815
5. BURBANK, CA #109	$67,429
6. HERNDON, VA #099	$66,958
7. BRONX, NY #523	$66,125
8. SKOKIE, IL #456	$65,848
9. NO VETS, LA #716	$62,461
10. QUEENS, NY #513	$61,802

TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. BRICK, NJ #500	48.5%
2. VILLA PARK, IL #686	45.3%
3. SOUTH BEND, IN #931	31.3%
4. SAN BERNARDINO, CA #415	29.3%
5. SPRINGFIELD, IL #047	29.3%
6. MILWAUKEE, WI #842	29.1%
7. DAVENPORT, IA #957	27.9%
8. BOISE, ID #959	26.4%
9. ROHNERT PARK, CA #399	25.5%
10. BURLINGTON, NJ #528	23.0%

Compliments

Weekending August 14, 2005

Midwest Region:

795,556 & 559

Western Region:

950,558 & 865

Southern Region:

703,118 & 450

Northern Region:

625,494,438,480,2-520

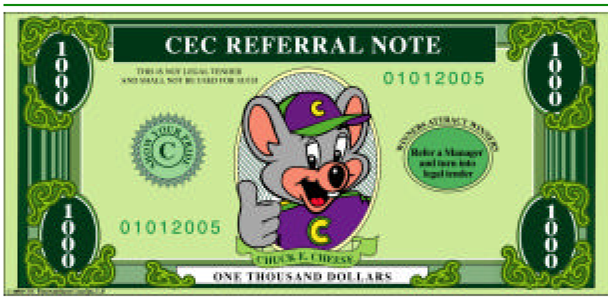


Who's the BIG WINNER?



Richard Bryant!!

The 2nd quarter referral bonus drawing winner!! Keep those referrals coming you could be next!



Want to earn a cool $1,000??

Check out the current management and technician opportunities!!

Do you know a Winner?

Call the Referral Hotline 972-258-5552

Northern Region

Regina, SK-Mgr
Kingston, ONT- 2 Mgr
N. Edmonton, ALB-2 Mgr
Vaughan, ONT-Mgr
Springfield, MA -Mgr, Cl. Coord
Newington, CT-Mgr, Tech
Greece, NY-Mgr
Orange, CT-Mgr
Warwick, RI-Mgr
N. Bergen, NJ-Tech
Harlem, NY -Tech, Mgr
Bronx, NY-Mgr
Wayne, NJ-Mgr
Brooklyn, NY -Mgr
Union, NJ-Mgr
Hicksville, NY -Tech
Hempstead, NY -Mgr
Mays Landing, NJ-Mgr
W. Long Branch, NJ-Cl. Coord.
Cherry Hill, NJ-Mgr
Middletown, NJ-Ast. Mgr
Montgomeryville, PA -Mgr
Doylestown, PA -Cl. Coord.
Levittown, PA -Mgr
Wilkes Barre, PA -Tech
Racine, WI- Mgr
Melbourne, FL-Mgr, Tech
Lakeland, FL-Tech
Clearwater, FL-Mgr

Southern Region

Towson, MD-Tech
Gastonia, NC- Mgr, Ast Mgr
Buford, GA-Tech
Annapolis, MD-Mgr
Knoxville, TN-Mgr
Fairfax, VA-Mgr
Richmond, VA-Mgr
Rocky Mount, NC-Tech
Decatur, AL-Tech, Mgr
Murfreesboro, TN-Mgr
Lexington, KY -Tech
Houma, LA-Ast Mgr

Midwest Region

Victoria, TX- Mgr
Weslayan, TX- Tech
Sugarland, TX-Tech
Houston/Memorial, TX-Tech
Lake Jackson, TX-Mgr
Hobart, IN-Mgr
Bloomington, IL-Tech
Crystal Lake, IL-Ast Mgr
Vernon Hills, IL-Ast Mgr
Melrose Park, IL-Mgr
St. Paul, MN-Mgr
Portage, MI- Mgr
Davenport, IA -Mgr
Southgate, MI- Mgr
Columbus, OH-2 Tech
Cincinnati, OH-Mgr
Roseville, MI-Ast Mgr
Ann Arbor, MI-Mgr
Chicago, IL-Tech
Skokie, IL-Mgr

Western Region

Midland, TX-Cl. Coord.
Burlington, WA-Mgr
Roseville, CA -Ast. Mgr
Vancouver, WA - Mgr
El Paso, TX-Tech
Amarillo, TX-Ast. Mgr, Mgr
Newark, CA- Mgr
Littleton, CO-Tech
Aurora, CO-Mgr
Hayward, CA-Tech, Mgr
Lakewood, CA -Mgr
Torrance, CA -Mgr
El Centro, CA -Ast. Mgr
Murrietta, CA -Mgr
San Diego, CA -Mgr

Discounts from the Support Center to you!

In this week's store package from the Support Center is an envelope with Sprint discount brochures you can post in your restaurant or hand out to employees as you choose. There are only 10 to 12 brochures being sent to each store, so please decide the best method to inform all of your employees.

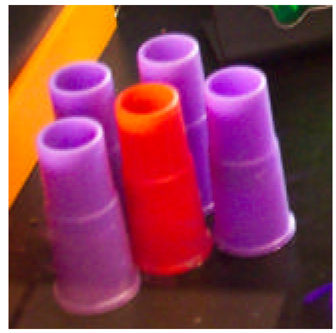


The brochure shows a 5% discount now w/ Sprint, but as more employees add on, our discount will grow. Deborah Reynolds at the Support Center will keep you posted as the Sprint discount increases and what the percentage discount is.



URGENT INFO. FROM MERCH...

Pull the (15 tix) Plastic Siren Whistles



What to do?

- Please pull the (15) Plastic tix Siren Whistle out of your cases!
- Take your entire inventory and **destroy immediately**!

Why is this happening?

- The whistle has multiple small parts which could create a potential choking hazard.

Credits and Replacements?

- A drop shipment of the replacement 15 tix Noisemaker, one gross of the CEC Handclapper, will be in your next weeks Dennis Foland order.
- You will also receive a credit on this months P&L, from Foland, for all current and previous inventory of the (15 tix) Plastic Siren Whistle.

Questions?

- Any questions, please contact your DM or the Merchandise Dept. at 972-258-4252.

Which Promo Cup are you Selling?

Now that the Super Chuck Promo Cup is available, put away the Summer 2005 cup (pictured below).



We want everyone to be selling Super Chuck Spinning Cups (pictured below) .



Save any other cup you have on inventory until Super Chuck Summer is over!

TID BIT FROM OPERATIONS….

CONGRATULATIONS to **Danielle Thomas** from Portland, ME for "Making Magic" in the month of July!

Danielle won a $50 gift certificate to Wal-Mart from Mark Flores.

NEW COMMUNICATION TO OUR GUESTS FROM MARKETING

We now have a new tool for communicating value to our guests. A new TV commercial and our web site are now directing moms to chuckedeals.com for a weekly money saving offer. We will rotate coupons so guests have a variety of offers to choose. POS is in the process of programming these now, so watch for email alerts with details on the coupon codes. For now the rotating offers will be:

-$19.99 Family Package

- Large 1 topping pizza
- 3 drinks
- 30 tokens

-Buy 40 Tokens Get 40 Free

-$5 Free Token with purchase of any --Value Meal

-$9.99 Large 1 topping Pizza

-Buy 50 Tokens Get 50 Free

-Buy 20 Tokens Get 20 Free

Until the programming is complete, you may use the $19.99 Minute Maid key, coupon #157 to ring the $19.99 Family Package and the $10 Free Token button on the token screen. The other offers will follow as the programming is updated.



Another Marketing Update



Super Chuck Summer is coming to an end!! During the 3rd and 4th quarter, we will be promoting the Dessert Pizza and School Fund-raising. By Wednesday, August 31st, you will receive boxes from Integracolor containing the following material:

1. Table tents – 3 packages of 100
   a. School Fundraising
   b. Salad
   c. Dessert Pizza
2. Fundraising Pendant – 3 packages of 25
3. 4 New Register Clips
4. 4 Dessert Pizza Register Inserts
5. 1 Fundraising Re-launch video
6. 4,000 Bounce back Coupons
7. Aloha birthday/fundraising report
8. 500 Fundraising Brochures
   a. (from American Solutions for Business)

<u>FROM OPERATIONS</u>:

Managers, Coordinators, and Trainers should plan on watching the Fundraising re-launch video during your normal weekly directional on either

Thursday, September 1st or Friday, September 2nd.

Please include any available Team 2 Trainers during this part of your meeting.

All Super Chuck material should be replaced with the Dessert Pizza and School Fundraising material by Friday, September 2nd. Continue ticket splashes and handing tokens at kid check until end of business Monday, September 5th.

More details to come……



Chuck E. Cheese

4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972.258.8507
E-mail: chuckecheese.com

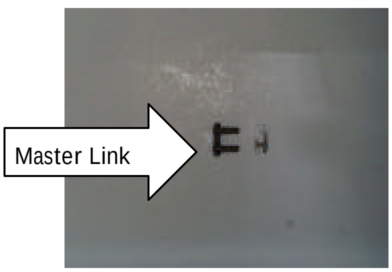
"Where a Kid can be a Kid!"



Tech Support

Ely and Delta Fly Monthly maintenance check

It's very important that during your monthly inspection of your ride, that you remove the outer and the inner black box. Once you have removed the inner black box, you should now see what is pictured in figure 1. At the top of the inner frame, the lift chain goes through a sprocket as the ride travels up and down. The sprocket is attached to the inner frame by a large pin. The brackets of the inner frame that the pin passes through, see figure 2, need to be checked to be sure that the chain is not rubbing on the bracket. Also the pin should fit firmly in the holes in the bracket without any space between the pin and the bracket as shown in figure 2. The chain should also be inspected for any wear and replaced if any wear is found. Also examine the master link on your drive chain for any wear. A replacement master link can be ordered through the SPT Parts Department, part # MP-1288 at a cost of $2.23. It may also be a good idea that if your ride is two years or older to replace the master link. It's low in cost and takes very little time. Please contact the Technical Support Department at 785 862 6002, should you have any questions.



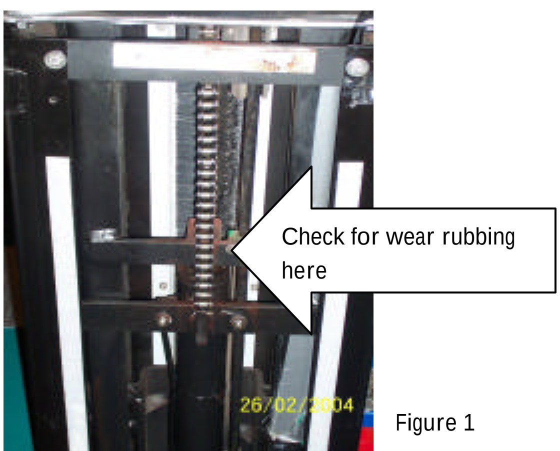


Figure 1

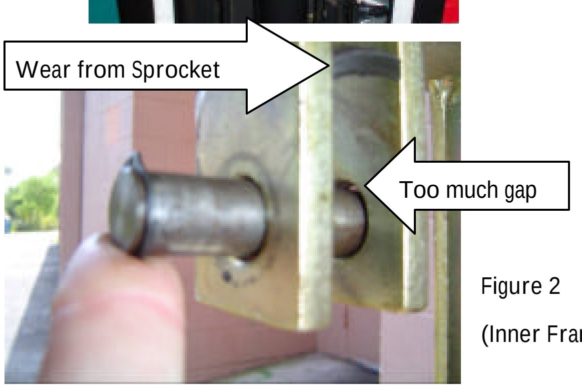


Figure 2

(Inner Frame)

Hey Guys & Gals if you would like to share something in the Chuck E. Focus feel free to contact me directly at ext. 5448 or e-mail me at:

ebriggs@cecentertainment.com

I look forward to hearing from you!

Erica Briggs

Sr. Administrator, Operations



Chuck E. Cheese

Chuck E. FOCUS



August 26, 2005

Inside this issue:



In The Spotlight…

Angela Garcia

Accounts Payable

Smile! It makes your teeth happy!

Making Magic!

PLEASE MAKE NOTE:

The Support Center will be closed on Monday, September 5th for the Labor Day Holiday.

Compliment mailed to Dick Frank…



Dear Mr. Frank,

I know it's lonely at the top so I thought I would send this thank you note on to you from our 3 year old grand-daughter to Chuck E. This note should brighten your day…

I'm "Pops" Grandpa, who takes her for lunch twice a month. You're formula is still great. I have been a customer for 20 years. Keep up the good work!

Dear Chuck E. Cheese,

I like to play games when I come over there and hug you. I like to see you and wave at you. I like tokens, tickets and I like all the good foods you have and all the toys you have to get when you win all the tickets.

Love, Sophie



Make Magic Grand Prairie, TX #596

Western Region ~ Eric Bargas District

Great Leadership From GM ~ Theo Godfrey

My son's school had a fundraiser on Monday, August 15 at the **Grand Prairie, TX** Chuck E. Cheese. I just wanted to write and let you know that we experienced excellent service from all of the employees we interacted with and there were quite a few. As busy as it was, your staff was constantly smiling and friendly, as well as very helpful. Good service is hard to find, especially at establishments for children. I just wanted you to know what a great job they are doing. Thank you again for the excellent service!

Extra…Extra ~ I happened to take my kids there that night as well. It was packed!! I would have never gone, knowing it was a Fundraiser night…however this guest is right! The service was outstanding and the entire team worked really hard to produce a successful shift. It was a crazy night with a line out the door for at least three hours (on a Monday)!! Good Job Guys!!

Erica Briggs

Attention All Star Cast Members

Win an all expense paid trip to New York City

And…

$5,000.00 in cold hard cash

and maybe even win the awesome title of

"America's No. 1 Hourly Worker"

As you may already know, Chuck E Cheese's uses *"SnagAJob.com"* as a resource for our hourly hiring needs. If you have come to Chuck E. Cheese's via SnagAjob.com, you may be eligible to win an *All expense paid trip to New York City* where you will have lunch with Bill Rancic, Season 1 winner of "The Apprentice".

If you represent the caliber, work ethic, and values that typify Chuck E Cheese's you could win. All you need to do is tell SnagAJob in 100 words or less why you think you could be "*America's No. 1 Hourly Worker*".

Bill Rancic will make the final decision as to who is named *"America's No. 1 Hourly Worker".* If chosen (and of course, one of our fantastic Chuck E. Cheese Cast Members *WILL* win) *YOU WILL* win $5,000.00!

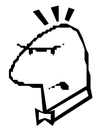
You can simply take a few minutes and fill out the entry form and check out the contest rules at: http://www.campaigntohireamerica.com/contest.asp?cid=8072664&ref=.

Come on! Go for it! You're the Best!

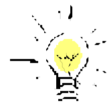
From the Department that makes you laugh…….



From the Department that makes you mad…..



New News that you thought you knew……



Introducing two NEW members of our Terrific ToyBox Team!!

Sarah Brumbaugh – Senior Merchandise Administrator – 972.258.5512

Super Sarah comes to us from the Outstanding Ohio Chuck E Cheese's and brings with her an overwhelming wealth of operation experience. In addition, she was a new unit trainer and opened 15 NEW CEC's!! She will be developing, creating, and last but not least "typing" our awesome Merchandise Standards Program Manuals that you all love to see!! She has been working with Chuck E. Cheese for **7 1/2 years** and knows what needs to be done to make sure the guest always leaves happy!!

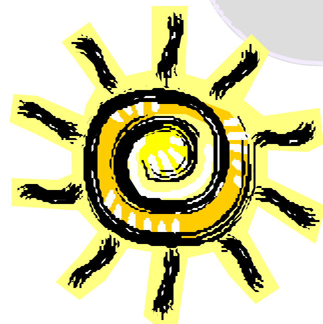
Angel Atchley – Merchandise Administrator – 972.257.3069

Most of you know Awesome Angel from our Payroll Dept!! She will be the "voice" of the Merchandise Dept. and will be anxiously awaiting your call to answer any merchandise question(s) you have. Feel free to call her with any question you have – she is here to support you! Angel has been working for Chuck E. Cheese for **2 years** and will be a great addition to our team!!

Please feel free to give them a call, introduce yourself and welcome them!!

(Hint: They are a good contact and friend to have on your side!!)

HVAC Preventive Maintenance Visits By Facilities



Summer is coming to a close (wishful thinking), but our HVAC units still need to be maintained.

September is a quarterly preventive maintenance month that your HVAC vendor should be performing a full p.m., checking each unit thoroughly, and replacing filters. In the northern, or cooler climates, they may be checking your heating system in preparation for fall. However, most of you will have your heating systems checked in November.

Depending on your climate, September and October are good months to utilize your HVAC economizers, if you have them. An economizer is a control strategy in an HVAC system that allows the system to provide cooling without the use of mechanical refrigeration. This is sometimes referred to as "free cooling" as it is utilizing the cooler temperatures outdoors to cool the indoor space.

An outside air economizer provides cooling by allowing the unit blower to deliver large quantities of outdoor air through the air distribution system that serves a store when the temperature and humidity levels of the outdoor air are suitable to allow it to be used for cooling purposes. If you have economizers, make sure they are operating properly.

Please notify Facilities at 972/258-5643 if you do not receive a September P.M. visit, or if there are issues found requiring repair. Thank you and have a great week!

Complaints

Weekending August 21, 2005

Midwest Region:

342,797,554,335,888,592,561 & 736

Western Region:

355,444,332,2-558,865,2-375,2-407,315, 49,410 & 376

Southern Region:

98,593,602,111,567,121,770,2-628,79,412,964,483,954 & 615

Northern Region:

319,755,2-499,494,479,645,682,424,426,560,481 & 539

WEEK 33



TOP TEN SALES VOLUME

LOCATION	VOLUME
1. BELL, CA #446	$90,760
2. BROOKLYN, NY #522	$90,034
3. SANTA MARIA, CA #761	$78,837
4. SUN VALLEY, CA #418	$78,173
5. BRONX, NY #523	$77,580
6. TORRANCE, CA #465	$77,185
7. VENTURA, CA #453	$70,601
8. BURBANK, CA #109	$68,177
9. HERNDON, VA #099	$67,178
10. QUEENS, NY #513	$67,027

Compliments

Weekending August 21, 2005

Midwest Region:

740,349 & 962

Western Region:

596

Southern Region:

99,56,965,2-771 & 62

Northern Region:

650,424,480,665,60,501,849,448,844 & 516



TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. ORLANDO, FL #718	137.3%
2. ORLANDO, FL #722	85.9%
3. ORLANDO, FL #681	63.4%
4. LAKELAND, FL #426	55.0%
5. BRADENTON, FL #720	43.2%
6. ROCKY MOUNTAIN, NC #387	33.9%
7. ST. LOUIS, MO #947	33.3%
8. ROHNERT PARK, CA #399	33.2%
9. CLEARWATER, FL #436	33.1%
10. BRANDON, FL #420	32.1%

THANK YOU $1,000 TIMES OVER!!

Chris Hochreiter

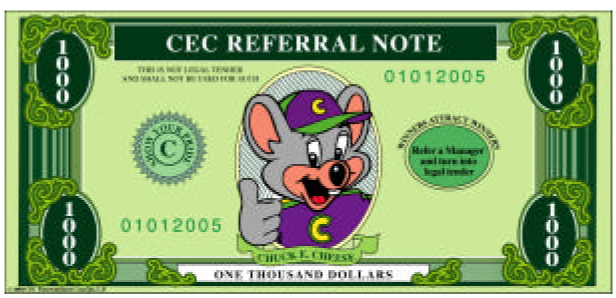
You will receive $1000 for your referrals, **Emily Julian** in next week's mail!

Northern Region

Regina, SK-Mgr
Kingston, ONT- 2 Mgr
N. Edmonton, ALB- Mgr
Vaughan, ONT-Mgr
Springfield, MA -Mgr, Cl. Coord
Newington, CT-Tech
Greece, NY-Mgr
Everett, MA -Mgr
Orange, CT-Mgr
Warwick, RI-Mgr
N. Bergen, NJ-Tech
Harlem, NY -Tech, Mgr
Bronx, NY-Mgr
Wayne, NJ-Mgr
Union, NJ-Mgr
Hicksville, NY -Tech
Hempstead, NY -Mgr
Mays Landing, NJ-Mgr
W. Long Branch, NJ-Cl. Coord.
Cherry Hill, NJ-Mgr
Middletown, NJ-Ast. Mgr
Montgomeryville, PA -Mgr, tech
Doylestown, PA -Cl. Coord.
Levittown, PA -Mgr
Wilkes Barre, PA -Tech
Racine, WI-Ast Mgr
Green Bay, WI-
Melbourne, FL-Mgr, Tech
Lakeland, FL-Tech

Western Region

Midland, TX-Cl. Coord.
Bellevue, WA-Mgr
Roseville, CA -Ast. Mgr
Vancouver, WA - Mgr
El Paso, TX-Tech
Amarillo, TX-Ast. Mgr, Mgr
Greely, CO-Mgr
Aurora, CO-Mgr
Hayward, CA-Tech, Mgr
Torrance, CA -Mgr
Placentia,CA -Ast. Mgr
Murrietta, CA -Mgr
San Diego, CA -Mgr
Oceanside, CA-Mgr
Abilene, TX-Mgr, Cl Coord, Tech
Corona, CA -Mgr



Want to earn a cool $1,000??

Check out the current management and technician opportunities!!

Do you know a Winner?

Call the Referral Hotline 972-258-5552

Midwest Region

Victoria, TX- Mgr
Weslayan, TX- Tech
Sugarland, TX-Tech
Houston/Memorial, TX-Tech
Lake Jackson, TX-Mgr
Hobart, IN-Mgr
Bloomington, IL-Tech
Crystal Lake, IL-Ast Mgr
Vernon Hills, IL-Ast Mgr
Melrose Park, IL-Mgr
St. Paul, MN-Mgr
Portage, MI-Mgr
Davenport, IA -Mgr
Southgate, MI-Mgr
Columbus, OH-2 Tech
Cincinnati, OH-Mgr
Roseville, MI-Ast Mgr
Ann Arbor, MI-Mgr
Chicago, IL-Tech
Skokie, IL-Mgr

Southern Region

Towson, MD-Tech
Gastonia, NC-Mgr, Ast Mgr
Buford, GA-Tech
Annapolis, MD-Mgr
Knoxville, TN-Mgr
Murfreesboro, TN-Mgr
Florence, FL-Mgr, Tech
Winston Salem-Mgr
Fairfax, VA-Mgr
Richmond, VA-Mgr
Rocky Mount, NC-Tech
Jonesboro, AR-Mgr, Tech
Decatur, AL-Tech, Mgr
Murfreesboro, TN-Mgr
Lexington, KY -Tech
Houma, LA-Ast Mgr

How are your Cases LOOKING??

After seeing what some of your cases are looking like it is time to make sure the **STANDARDS** are correct!

*Use two rises per ticket level.

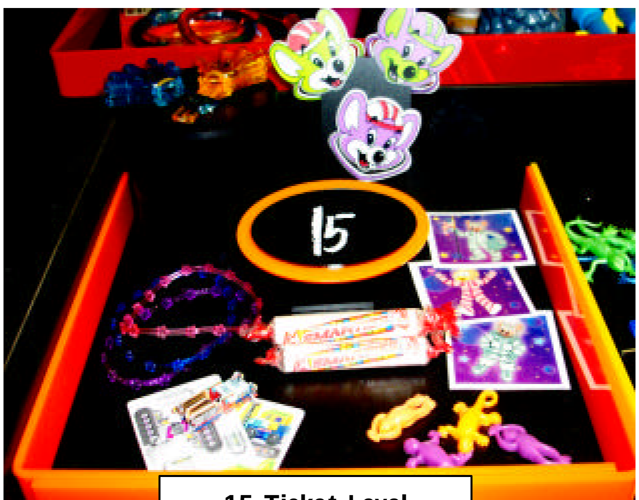
*All prizes should be facing front and easy to see.

*If there are multiple styles, use one of each to make the selection process easier.

*There should be 7 categories in these levels (8 in the 30 ticket level until Super Chuck is over).

*One item from each of the categories should be represented. No duplicate categories!!

***We want clean, crisp displays, and no visible tape!**



15 Ticket Level



30 Ticket Level

HASBRO/PLAY-DOH CROSS PROMOTION



Beginning in September there will be specially marked Play-Doh packages at the prize counter featuring an instant win game. Sixth prize is two Chuck E. Cheese tokens which the winner can redeem in-store. Ring up on the two token register key that will be added to your coupon menu.

You will be receiving official rules, merchandise register topper and static cling for the merchandise case with your shipment of Play-Doh from DFI.

If you have any questions please contact Brenda Holloway ext. 4222 or Gary Frank ext. 5635.

Cast Member and Manager Uniforms



The last day to wear Hawaiian shirts for the summer is coming to an end! All cast and management should go back to wearing traditional uniforms at the end of business Monday, September 5, 2005.

NEW HIGH END PRIZES ARE AVAILABLE!!!

Look in this week's support center mailing for a **NEW**, **REVISED**, and **UPDATED** order form.

Aloha Stores (420 locations)

-Download and update your price import book **each week** prior to placing your order electronically.

-By doing this each and every week – your order worksheet will have ALL the current items available and in-stock.

-Remember, all orders must be placed through the Aloha system – No fax or phone call orders will be accepted!!

Progressive Stores (42 locations)

-Throw away all **OLD** order forms, ASAP!!

-Make sure each page of the **NEW** order form, when faxing, has your location number and name!!

-Orders using the **OLD** order forms will not be accepted via fax beginning Sept. 1st.

-Remember, when your location receives the NEW Aloha system – All orders will be placed electronically – No more phone calls or faxing necessary!!!

JULY WOTC WINNERS



MIDWEST REGION

FRANK RAMIREZ

COPPERFIELD, TX #33

NORTHERN REGION

JIM BRAWLEY

LEVITTOWN, PA #452

SOUTHERN REGION

ABBAS SAADAT

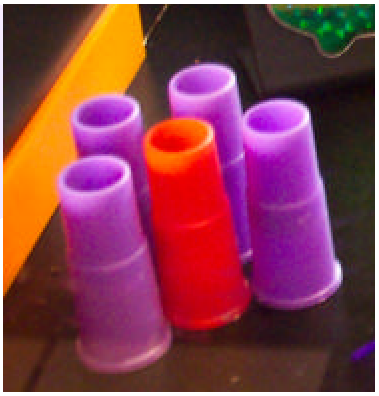
SAVANNAH, GA #605

WESTERN REGION

STEVE CHARLEBOIS

SAN DIEGO, CA #441

Pull the (15 Tix) Plastic Siren Whistles



What to do?

- Please pull the (15 Tix) Plastic Siren Whistle out of your cases!

- Take your entire inventory and **destroy immediately**!

Why is this happening?

- The whistle has multiple small parts which could create a potential choking hazard.

Credits and Replacements?

- A drop shipment of the replacement (15 Tix) Noisemaker, one gross of the CEC Handclapper, will be in your next weeks Dennis Foland order.

- You will also receive a credit on this months P&L, from Foland, for all current and previous inventory of the (15 Tix) Plastic Siren Whistle.

Questions?

- Any questions, please contact your DM or the Merchandise Dept. at 972-258-4252.

SAFETY RECALL

SMALL PART CHOKING HAZARD

15 TICKET PLASTIC SIREN WHISTLE



The toy's two internal pieces can come loose, allowing them to detach, posing a choking hazard to young children.

Take these toys away from children immediately, and discard. To arrange for a free, replacement toy visit your local Chuck E. Cheese's or call toll-free at:

(888) 778-7193

A copy of this notice is available on our web site at:

www.chuckecheese.com

Chuck E. Cheese

4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972.258.8507
E-mail: chuckecheese.com

"Where a Kid can be a Kid!"

Magic Sliders for moving large games easier, the part number is MGS-0001 and cost only $4.60 for a set of 4.



Push Buttons for Sea Quaizy made by Namco, part # PB-0021 and cost only $2.76.





Tech Support

Double Cheese made by Midway

A replacement steering wheel mechanism can be ordered from Happ Controls part # 50-2837-00 and requires no changes to the game electronics. The pin out for the optic board is as follows

Pin 1 – Signal

Pin 2 - +5 volts

Pin 3 – Ground

Pin 4 – Signal

If you hook up pin 2 and pin 3 backwards you will blow IC U146 and need to replace it. A replacement optic board can also be ordered, the part # is A052-1010-00 and cost only $11.49. The back of the printed side of the board will have a square trace on pin 1. It's important to install the original wires to the optic board the same as the original board. If the steering is backwards after you have installed the signal wires, simply swap pins 1 and 4.

New Items that can be ordered from the SPT Parts Department.

Hey Guys & Gals if you would like to share something in the Chuck E. Focus feel free to contact me directly at ext. 5448 or e-mail me at:

ebriggs@cecentertainment.com

I look forward to hearing from you!

Erica Briggs

Sr. Administrator, Operations



CHUCK E. FOCUS - AUGUST 2005 ISSUES

(FOUR ISSUES - 8/5/05, 8/12/05, 8/19/05, 8/26/05)

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